

# MASON WILSON

## Communications Analyst

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### PROFESSIONAL SUMMARY

Creative Communications Analyst with two years of experience in implementing effective communication strategies that boost engagement and brand messaging. Proficient in data analysis and content development, I excel at producing impactful narratives across various platforms. Eager to apply my analytical mindset and innovative approach to contribute to a results-driven team.

### WORK EXPERIENCE

Communications Analyst Apr / 2024-Ongoing  
Maple Leaf Consulting Toronto, ON

- 1. Collaborated with the Healthcare Leaders 2020 committee to enhance project communication strategies.
- 2. Designed and showcased mock website concepts for senior leadership presentations.
- 3. Developed comprehensive communication materials that effectively summarized project objectives.
- 4. Created engaging PowerPoint presentations illustrating proposed enhancements for the Federal Health Exchange.
- 5. Innovated new associate engagement strategies aligning with core organizational values.
- 6. Produced visual content for high-level projects, including presentations for the Board of Directors.
- 7. Assessed management systems and communicated performance insights to government personnel.

Communications Analyst Apr / 2023-Apr / 2024  
Cactus Creek Solutions Phoenix, AZ

- 1. Drafted, edited, and managed content for the Intranet and Knowledge Database utilized by TeleBanking.
- 2. Resolved customer complaints, collaborating with management across departments to enhance satisfaction.
- 3. Conducted thorough research and analysis to create print and digital communication materials.
- 4. Developed persuasive PowerPoint presentations to promote innovative work approaches within the company.
- 5. Produced analytical reports supporting operational strategies during critical missions.

### EDUCATION

Bachelor of Arts in Communications Apr / 2022 Apr / 2023  
University of California Chicago, IL

Focused on strategic communication, media relations, and content creation.

### SKILLS



### INTERESTS

- Home Brewing Wildlife Conservation
- Running Public Speaking

### STRENGTHS

- Willingness Wisdom
- Zeal Ingenuity

### LANGUAGES



### ACHIEVEMENTS

- Increased employee engagement by 30% through the development of targeted communication campaigns.
- Successfully launched a new internal newsletter that improved information dissemination by 40%.